डिजिटल माध्यम शासकीय जाहिरात मार्गदर्शक सूचना" (Digital Media Government Advertisement Guidelines)

महाराष्ट्र शासन
सामान्य प्रशासन विभाग
शासन परिपत्रक क्रमांकः मावज-२०२५ /२५१/प्र.क्र. १३२/मावज १
मादाम कामा रोड, हुतात्मा राजगुरु चौक,
मंत्रालय, मुंबई ४०० ०३२.
दिनांक : ३ जून, २०२५.

<u>वाचा :-</u>

माहिती व जनसंपर्क महासंचालनालयाचे पत्र क्र.नवमाध्यम-२०२४-२५/डि.मि. मार्गदर्शक सूचना/का-८/१३, दि.२५.०४.२०२५.

<u>**शासन परिपत्रक:-**</u>

राज्य शासनाच्या विविध विभागांच्या लोकाभिमुख योजना, निर्णय, ध्येयधोरणे इत्यादींची माहिती जनसामान्यांपर्यंत प्रभावीपणे पोहोचविण्यासाठी डिजिटल मिडिया (Digital media) व समाजमाध्यमांचा मोठ्या प्रमाणात वापर होत आहे. त्याअनुषंगाने या परिपत्रकान्वये महाराष्ट्र शासनाचे "डिजिटल माध्यम शासकीय जाहिरात मार्गदर्शक सूचना" (Digital Media Government Advertisement Guidelines) "**परिशिष्ट अ**" निर्गमित करण्यात येत आहेत. सदर मार्गदर्शक सूचना या शासन परिपत्रकाच्या दिनांकापासून लागू राहतील.

२. सदर मार्गदर्शक सूचना शासनाचे सर्व विभाग व त्यांच्या नियंत्रणाखालील सर्व क्षेत्रीय कार्यालये, महामंडळे/मंडळे, प्राधिकरणे, उपक्रम, आयोग, स्थानिक स्वराज्य संस्था, इतर स्वायंत्त संस्था व राज्य शासकीय कंपन्या यांच्यामार्फत देण्यात येणाऱ्या शासकीय जाहिरातींना लागू राहतील.

३. सदर शासन परिपत्रक महाराष्ट्र शासनाच्या www.maharashtra.gov.in या संकेतस्थळावर उपलब्ध करण्यात आले असून त्याचा संकेताक २०२५०६०३१५१४०९८७०७ असा आहे. हा आदेश डिजीटल स्वाक्षरीने साक्षांकित करुन काढण्यात येत आहे.

महाराष्ट्राचे राज्यपाल यांच्या आदेशानुसार व नावाने.

Digitally signed by AJAY DHONDBARAO BHOSALE
Date: 2025.06.03 15:15:17 +05'30'

(अ. धों. भोसले)
अवर सचिव, महाराष्ट्र शासन

प्रत,

१. मा. राज्यपाल यांचे प्रधान सचिव.
२. मा.सभापती, महाराष्ट्र विधानपरिषद, महाराष्ट्र विधानमंडळ सचिवालय, मुंबई.
३. मा.अध्यक्ष, महाराष्ट्र विधानसभा, महाराष्ट्र विधानमंडळ सचिवालय, मुंबई.
४. मा.विरोधी पक्षनेता, विधानपरिषद / विधानसभा, महाराष्ट्र विधानमंडळ सचिवालय, मुंबई.
५. मा.उपसभापती, महाराष्ट्र विधानपरिषद, महाराष्ट्र विधानमंडळ सचिवालय, मुंबई.

६. मा.उपाध्यक्ष, महाराष्ट्र विधानसभा, महाराष्ट्र विधानमंडळ सचिवालय, मुंबई.
७. सर्व सन्माननीय विधानसभा, विधानपरिषद व संसद सदस्य.
८. मा. मुख्यमंत्र्यांचे प्रधान सचिव, मंत्रालय, मुंबई-४०० ०३२.
९. मा.उपमुख्यमंत्र्यांचे सचिव, मंत्रालय, मुंबई-४०० ०३२.
१०. सर्व मा.मंत्री यांचे खाजगी सचिव, मंत्रालय, मुंबई-४०० ०३२.
११. मा.मुख्य सचिव यांचे सहसचिव, मंत्रालय, मुंबई-४०० ०३२.
१२. सर्व अपर मुख्य सचिव / प्रधान सचिव / सचिव, मंत्रालय, मुंबई- ४०० ०३२.
१३. महालेखापाल, १/२ (लेखा व अनुज्ञेयता)/(लेखापरीक्षा), मुंबई, नागपूर,
१४. महासंचालक, माहिती व जनसंपर्क महासंचालनालय, मुंबई.
१५. सहसचिव, वित्त विभाग (कार्या-व्यय-४)मुंबई ,मंत्रालय,
१६. सहसचिव, नियोजन विभाग (कार्या-१४४३)मुंबई ,मंत्रालय,
१७. संचालक, माहिती व जनसंपर्क महासंचालनालय, मुंबई
१८. उपसंचालक (लेखा), माहिती व जनसंपर्क महासंचालनालय, मंत्रालय, मुंबई,
१९. अधिदान व लेखा अधिकारी, मुंबई
२०. निवासी लेखापरीक्षा अधिकारी, मुंबई
२१. लेखाधिकारी (आहरण व संवितरण), माहिती व जनसंपर्क महासंचालनालय, मंत्रालय, मुंबई
२२. निवडनस्ती (मावज१-), सामान्य प्रशासन विभाग.
२३. भारतीय जनता पक्ष, महाराष्ट्र प्रदेश, सी.डी.ओ.कुटीर क्र.१, योगक्षेमसमोर, वसंतराव भागवत चौक, नरिमन पॉईंट, मुंबई-४०० ०२०.
२४. भारतीय राष्ट्रीय कॉंग्रेस, महाराष्ट्र प्रदेश कॉंग्रेस(इं.) समिती, टिळक भवन, काकासाहेब गाडगीळ मार्ग, दादर, मुंबई-४०० ०२५.
२५. राष्ट्रवादी कॉंग्रेस पक्ष, ठाकरसी हाऊस, जे.एन.हेरेडिया मार्ग, बॅलार्ड इस्टेट, मुंबई-४०० ०३८.
२६. शिवसेना, शिवसेना भवन, गडकरी चौक, दादर, मुंबई-४०० ०२८.
२७. बहुजन समाज पक्ष, प्रदेश सचिव, महाराष्ट्र राज्य, बी.एस.जी.भवन, भूखंड क्र. ८३-ए, कलेक्टर कॉलनी, चेंबूर, मुंबई-४०० ०७४.
२८. भारतीय कम्युनिस्ट पक्ष, महाराष्ट्र समिती, ३१४, राजभवन, एस.व्ही.पटेल मार्ग,मुंबई- ४०० ००४.
२९. भारतीय कम्युनिस्ट (मार्क्सवादी) पक्ष, महाराष्ट्र समिती, जनशक्ती सभागृह, ग्लोब मिल पॅलेस, वरळी, मुंबई-४०० ०१३.
३०. महाराष्ट्र नवनिर्माण सेना, राजगड, मातोश्री टॉवर, शिवाजी पार्क, दादर, मुंबई-४०० ०२८.

परिशिष्ट अ

परिशिष्ट 'अ'

Digital Media Advertising Guidelines, 2025

of

Government of Maharashtra

Directorate General of Information & Public Relations,

General Administration Department

Government of Maharashtra

May 2025

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Disclaimer

These guidelines are applicable exclusively to digital media advertisements commissioned by Government of Maharashtra and all the government entities under the Government of Maharashtra (GoM). They are intended solely for government ads/campaigns across various digital/social media platforms.

1. Introduction

1.1 Purpose of the guidelines

In an era where digital communication dominates public discourse, the Government of Maharashtra, through the Directorate General of Information and Public Relations (DGIPR), has established a structured framework for digital media advertising. These guidelines ensure transparency, efficiency, and ethical standards while maximizing outreach by defining clear operational norms, the government aims to optimize resource allocation, ensure brand safety, enhance public engagement, actual and factual dissemination of information, uphold ethical standards, and strengthen trust in digital platforms.

1.2 Objectives

The primary objective of these guidelines is to establish a seamless, ethical, and performance-driven approach for executing government advertisements on digital platforms. The framework ensures:

- Streamlined execution: A systematic process for ad placements, ensuring consistency across campaigns.
- Ethical Advertising: Ensuring government ads are placed on reputable platforms while upholding diversity (age, gender, region, etc.), privacy, and data protection standards.
- Budget Compliance: Ensuring campaigns operate within the pre-approved financial allocation.
- Monitoring Process: A dedicated Media Plan Committee to oversee campaign effectiveness.
    - Review and approval of content prior to publishing
    - Reporting
- Innovative Partnerships: Collaborating with publisher websites to develop customized advertising properties and dedicated sites for disseminating government initiatives, policy decisions, and citizen-centric programs. These partnerships will ensure structured and engaging content delivery to enhance public awareness and engagement.
- Compliance with existing laws and regulations
- Ensuring content is fact based and accurate

2. Scope of services

DGIPR's digital media advertising efforts will be carried out through agencies, ensuring structured and strategic placements across key digital platforms.

2.1 Websites

- Objective: Ensure safe and effective placement of government ads to reach target audiences without reputational risks.
- Types of websites: Placement of banner ads, interstitial ads, display ads, and video ads, etc on high-traffic, reputable websites such as Blogs, Content publishing portals, News Portals, Educational Sites, Business Websites, E-Commerce Platforms, Health and Lifestyle Platforms, Entertainment and Sports Portals, Government website etc.
- Prohibited Content: Agencies must not place ads on websites that promote:
  - Gambling, pornography, or adult content
  - Fake news and misinformation
  - Unethical financial schemes or predatory lending platforms
  - Host controversial or misleading content

  The prohibited content list is subject to expansion based on emerging risks and policy updates.

- Evaluation: Evaluate websites displaying ads and exclude those that do not align with the target audience
- Transparency: Work only with reputable ad networks that follow strict transparency protocols to ensure the network provides clear visibility into where ads are placed

- **Criteria for selection of Website:**

i. Target Group (TG) Alignment: Websites must cater to the intended target audience of the campaign in terms of demographics, interests, language, and region.

ii. Campaign Objective Fit: Selection of websites should be driven by the core objective of the campaign, whether it is awareness, engagement, conversion, lead generation, etc.

iii. Audience Relevance & Reach: Websites must have a demonstrated and measurable user base relevant to the campaign's goals. Priority must be given to platforms with high traffic in relevant content categories.

iv. Platform Suitability: Choice of website must be based on suitability for format and message delivery (e.g., banner ads, interstitials, video placements) and must support the intended ad format effectively.

v. Transparency & Analytics: Websites should be able to share authenticated analytics, such as unique monthly users, average session duration, bounce rate, and engagement metrics for the past six months.

vi. Brand Safety & Content Integrity: Websites must be free from misinformation, hate speech, obscene or controversial content. They should be reputable, with a proven record of content moderation

vii. Ad Placement Visibility: The website must ensure prominent and high-visibility placements for government advertisements, avoiding placements that are cluttered or non-impactful.

viii. Geographic Relevance: Websites that attract regional or state-specific audiences may be prioritized for localized campaigns in alignment with state-specific initiatives.

2.2 Digital platforms

Objective: Leverage the reach and targeting capabilities of digital platforms while ensuring government ads appear on verified, high-quality content spaces.

- Social media: Advertising on platforms like Facebook, Instagram, YouTube, X, LinkedIn, Quora, Reddit, WhatsApp, Telegram and regional social networks including any other existing or future social media platforms which accepts advertisements.
- OTT & In-App Ads: Running ads on streaming platforms like Online learning platforms, Hotstar, JioCinema, SonyLIV, Zee5, Amazon Prime, Spotify, Gaana, as well as in-app advertisements on relevant mobile applications and other existing or upcoming OTT platforms.
- Targeted Advertising: Targeted ad placements based on user demographics, browsing behaviour, and content consumption patterns.
- Verification: Implement ad verification tools to detect ad fraud and verify ad impressions on third-party inventory.
- Monitoring: Monitor ad placements to identify and block suspicious activities, including invalid traffic, click fraud, ad stacking, and other fraudulent practices.
- Privacy-Compliant Data-Driven Insights: Utilize both first-party and third-party data to gain a comprehensive understanding of the audience and market while prioritizing user privacy and ensuring compliance with data privacy regulations
- Innovative Partnerships: Collaboration with microsite developers, digital news aggregators, and regional content networks for special advertising opportunities.
- Prohibited Content: Agencies must not place ads on websites that promote:
    - Gambling, pornography, or adult content.
    - Fake news, misinformation
    - Unethical financial schemes or predatory lending platforms.
    - Host controversial or misleading content.

  The prohibited content list is subject to expansion based on emerging risks and policy updates.

- **Criteria for selection of Digital Platform:**

i. Target Group (TG) Alignment: The platform must align with the campaign's defined audience in terms of language, age, region, interests, and behavioural patterns.

ii. Campaign Objective Fit: Platform selection shall be driven by the core objective—awareness, engagement, lead generation, conversion, etc.

iii. Platform Relevance & Content Suitability: Only platforms that support appropriate formats (video, banners, native ads, carousels, etc.) and allow contextual message delivery must be selected.

iv. Audience Reach & Quality: The platform must offer a verified and substantial user base with active engagement. Preference shall be given to platforms with:

- High Daily/Monthly Active Users (DAUs/MAUs)
- Relevant user segments based on campaign themes
- Authentic traffic (validated via ad verification tools)

v. Regional & Linguistic Relevance: For state-specific or region-based campaigns, platforms with deep regional penetration, vernacular content options, or influence over local demographics must be prioritized.

vi. Data Transparency & Reporting: Selected platforms must provide real-time or periodic reporting on key campaign metrics like impressions, reach, click-through rate (CTR), engagement, and conversion.

vii. User Privacy & Compliance: The platform must comply with all applicable data protection laws (e.g., IT Act, DPDP Act) and should not compromise user privacy. Consent-based targeting and usage of anonymized data is preferred.

viii. Viewability Assurance: Platforms must ensure high viewability and brand-safe placements.

ix. Brand Safety & Platform Credibility: Platforms must maintain clean content practices and must not be associated with misinformation, hate speech, obscene, or harmful content.

x. Innovative Integration Opportunities: Special consideration must be given to platforms offering creative integrations such as microsites, branded content hubs and gamified experiences.

The agencies must ensure the following minimum eligibility criteria are met when selecting Digital platforms for government advertisements:

Social Media Platforms will be categorized on the following basis:

Facebook

Category	**Minimum Followers**	**Monthly Content Requirement**
A	10,00,000	15 original videos or 30 posts
B	500,000	12 original videos or 30 posts
C	200,000	10 original videos or 20 posts
D	100,000	8 original videos or 15 posts

Instagram

Category	**Minimum Followers**	**Monthly Content Requirement**
A	500,000	15 original videos or 30 posts
B	300,000	12 original videos or 30 posts
C	200,000	10 original videos or 20 posts
D	100,000	8 original videos or 15 posts

YouTube

Category	**Minimum Subscribers**	**Monthly Content Requirement**

A	10,00,000	12 original videos
B	500,000	10 original videos
C	200,000	8 original videos
D	100,000	6 original videos

X

Category	Minimum Followers	Monthly Content Requirement
A	500,000	10 original videos or 20 posts
B	300,000	8 original videos or 16 posts
C	200,000	6 original videos or 12 posts
D	100,000	5 original videos or 10 posts

2.3 Social media influencers

A Social Media Influencer is an individual with established credibility, expertise, or a strong presence on digital platforms, capable of engaging audiences and shaping discourse through their content. Social media influencers would serve as strategic partners in amplifying government messaging, enhancing public awareness, and driving engagement.

Objective: To collaborate with credible influencers by providing them a platform to contribute to public awareness and social impact. Through transparent partnerships, the Government aims to empower digital creators, acknowledge their role in modern communication, and enable them to amplify key initiatives for wider and more inclusive outreach. The Government of Maharashtra seeks to collaborate with influencers across the following categories:

- **Mega-Influencers:** Individuals with an extremely large following (over **10,00,000 followers)** with broad reach across multiple demographics, ideal for high-impact, large-scale campaigns.
- **Macro-Influencers:** Individuals with large followings **(1,00,000 to 10,00,000 followers)** for mass awareness campaigns.
- **Micro-Influencers:** Targeted influencers focused on niche or regional audiences **(10,000 to 1,00,000 followers)** whose audience profile aligns closely with the campaign's target demographics to maximize relevance.
- **Nano-Influencers:** Individuals with a small but highly engaged audience **(100-10,000 followers)**, ideal for localized and community-driven campaigns.

- Prohibited Engagements:
    - Influencers who promote controversial, unethical, or misleading content.
    - Influencers with a history of spreading fake news or misinformation.
      Individuals engaging in fraudulent audience engagement (fake followers, bots, etc.).

The prohibited content list is subject to expansion based on emerging risks and policy updates.

- **Criteria for selection of Influencers:**

i. Relevance & Credibility: Choose influencers whose content aligns with campaign goals, and reflects ethical and trustworthy behaviour

ii. Audience Fit and Engagement: Ensure the influencer's audience demographics match the campaign's target group, with a focus on genuine engagement over follower count

iii. Platform & Content expertise: Select influencers proficient in platforms relevant to the campaign and capable of producing high-quality, engaging, and innovative content

iv. Regional and Linguistic Reach: Prioritize influencers with strong local connections and the ability to communicate effectively in the audience's preferred language.

v. Transparency and Cost-Effectiveness: Work with influencers who adhere to advertising guidelines, disclose paid partnerships, and deliver measurable impact within budget constraints.

3. Framework and engagement process for Digital Media Advertising

3.1 Budget allocation & campaign execution framework

- Predefined Budgets: DGIPR Media Plan Committee will predefine campaign budgets based on government priorities, target audience reach, and overall impact. Each campaign will have a fixed financial allocation that agencies must adhere to.
- Campaign-Specific Spending Allocations: The budget must be distributed based on campaign requirements, ensuring optimal utilization across different digital platforms. Agencies will not have discretion to exceed the allocated budget without prior approval from DGIPR.
- Performance-Based Benchmarks: Each campaign will be guided by a primary objective, such as brand awareness, lead generation, or audience engagement. Specific performance metrics, including impressions, engagement, conversion rates, and reach, will be aligned with this objective. Agencies will be accountable for delivering these predefined key performance indicators (KPIs) to ensure campaign effectiveness.
- Transparent Fund Utilization: Agencies must maintain detailed expense reports to justify their spending. Any deviation from approved budgets will be subject to review by the Media Plan Committee.
- Digital Campaign Listing: Agencies must maintain a detailed record of all campaigns executed, including objectives, timelines, target audiences, platforms utilized, performance outcomes, and associated spends.

3.2 Circulation of media brief to empanelled agencies

A campaign-specific brief will be provided to all empanelled agencies by the Media Plan committee outlining the requirements based on the schemes or campaigns to be executed. All empanelled agencies must submit media plans and strategies aligned with the media brief provided by the Media Plan Committee.

3.3 Agency selection and appointment

To ensure the successful execution of digital media campaigns, the Government of Maharashtra, through DGIPR, will select agencies from its list of empanelled agencies. The selection will be based on clearly defined performance benchmarks, technical capabilities, and strategic alignment with campaign objectives. This evaluation framework ensures that only capable and credible agencies are engaged, maintaining transparency, accountability, and effectiveness in campaign execution. The following table outlines the key parameters and weightage for agency selection:

Sr. No	Criteria	Description	Evaluation Parameters	Weightage (%)
1.	**Understanding the Brief**	Agency's understanding of the campaign objectives, target audience, and messaging.	Clarity in proposal Alignment with campaign goals	15%
2.	**Comprehensive Media Plan**	Submission of a detailed media plan covering platforms, ad formats, and budget allocation.	Relevance to target audience Estimated reach and engagement Platform Mix Audience targeting strategy	25%
3.	**Technology & Tools**	Tools and platforms used for campaign execution and tracking.	Technology and tool used Realtime monitoring and reporting capabilities	20%
4	**Data Analytics & Reporting**	Ability to measure and report performance accurately and in real-time.	Read only Dashboard setup Insights and actionable recommendations	10%
5.	**Innovative Approach**	Use of creative and strategic methods to enhance campaign impact.	Use of personalization, and dynamic ad placement Creative execution Budget optimization strategy	15%
6.	**Resource Deployment**	Resources deployed for execution	Experience and qualifications of the proposed resources.	15%

Agencies will be appointed based on their compliance with specified parameters, fulfilment of all criteria, and demonstrated understanding of the media brief, strategic approach, and deployment of relevant tools and resources.

3.4 Engagement Process for Government advertising through Websites

Empanelled Agency Engagement & Detailed Media Plan Submission

- Agencies must submit a detailed media plan (including but not limited to):

- Selected websites for ad placements.
- Ad formats (banner, display, video, pop-ups, etc.).
- Estimated reach, traffic, audience demographics, and cost breakdown.

- Agencies must shortlist verified websites based on the following audience parameters (including but not limited to):
  - Demographics
  - Traffic Source
  - Regional Preferences
  - Audience Size
  - Content consumption habits
- Strict compliance with the prohibited content policy must be ensured. No government ads will be placed on unethical websites such as those promoting:
  - Gambling, pornography, or adult content.
  - Fake news, misinformation, or hate speech.
  - Illegal financial schemes or misleading investment platforms.
  - Host controversial or misleading content

Approval & Execution

- Media Plan committee will review and approve the media plan to ensure compliance with ethical guidelines, budget constraints, and campaign objectives.
- Upon approval, agencies will coordinate with website publishers to deploy the ads as per the approved schedule.

Monitoring & Reporting

- Agencies must provide real-time performance tracking reports with insights on ad visibility, audience engagement, and effectiveness.

The Media Plan Committee will assess the data to ensure compliance, optimal fund utilization, and expected outreach impact.

3.5 Engagement process for Government advertising through digital platforms

Digital media platforms include social media channels, OTT platforms/In-app advertising, and targeted digital placements. Empanelled agencies will be responsible for selecting the most suitable digital channels for maximum campaign visibility and impact.

Requirement Analysis

- Media Plan Committee will define the campaign goals, audience profile, and key messaging for digital media placements.

Platform Selection & Media Planning

- Agencies must conduct a target audience analysis to determine the most effective platforms for outreach.
- Agencies will develop advertising strategies and media plan across the following digital platforms:

- Social media: Advertising on platforms like Facebook, Instagram, YouTube, X, LinkedIn, Quora, Reddit, Whatsapp, Telegram and regional social networks including any other existing or future social media platforms which accepts advertisements.
- OTT & In-App Ads: Running ads on streaming platforms like Online learning platforms, Hotstar, JioCinema, SonyLIV, Zee5, Amazon Prime, Spotify, Gaana, as well as in-app advertisements on relevant mobile applications and other existing or upcoming OTT platforms.
- Targeted Advertising: Targeted ad placements based on user demographics, browsing behaviour, and content consumption patterns.
- Programmatic Advertising: Utilizing automated ad buying platforms to deliver data-driven, real-time ad placements across multiple channels for enhanced precision and efficiency
- Innovative Partnerships: Collaboration with microsite developers, digital news aggregators, and regional content networks for special advertising opportunities.

Agencies must submit a comprehensive media plan outlining spending allocations per platform, projected reach, and defined KPIs.

Compliance & Approval

- The agencies must ensure that the plan adheres to ethical standards and that ads are not placed on misleading or non-compliant platforms.
- Agencies must certify that no ads will run on:
  - Websites or apps promoting fake news, political bias, hate speech, or extremism.
  - Social media pages/accounts that spread misinformation.
  - OTT platforms hosting controversial or inappropriate content.

Execution & Optimization

- Ads must be deployed with real-time tracking mechanisms to monitor performance.
- Agencies must optimize placements/targeting based on audience engagement, making adjustments to maximize reach and effectiveness.

Performance Evaluation

- Agencies must submit detailed performance reports, including but not limited to:
  - Read-only access to reporting tool being leveraged
  - Views, clicks, conversion rates, and engagement levels.
  - Breakdown of audience demographics and geographic reach.

The Media Plan Committee will review reports to assess whether performance benchmarks are met.

3.6 Engagement process for Government advertising through Social Media Influencers

The role of social media influencers in government advertising is to enhance public trust, engagement, and relatability. Empanelled agencies must ensure influencer selection aligns with government communication priorities.

Influencer Selection & Vetting

- Agencies must identify and recommend influencers who align with campaign themes.
- Agencies must use tools (eg. Follower Audiences Analysis) to ensure influencers have engaged, active followers rather than dormant/inactive/bot accounts.
- Agencies must verify the credibility of influencers by analyzing metrics such as engagement rate, audience demographics, content quality, and consistency
- Thorough background checks must be conducted to ensure influencers have no history of spreading misinformation or unethical content.

Content Planning & Approval

- Agencies must work with influencers to develop fact-based content that aligns with campaign messaging.
- Media Plan Committee will approve content before it is published on social media platforms.

Execution & Monitoring

- Influencers must post pre-approved campaign messages on their social media platforms.
- Agencies must track audience engagement, analyzing:
  - Likes, shares, comments, and views.
  - Audience sentiment and feedback.

Performance Evaluation

- Agencies must create a "storytelling score" that evaluates narrative coherence, emotional resonance, and audience retention metrics
- Implement sentiment analysis on comments to gauge genuine enthusiasm versus superficial praise
- Use AI tools to detect organic vs. bot-generated engagement.
- Regularly test different content types, call-to-actions, and influencer styles to refine the strategy.
- Agencies must submit reports detailing:
  - Engagement rates, audience demographics, and sentiment analysis.
  - Effectiveness of the campaign in driving public awareness and action.
  - Performance of campaign in terms of achieved engagement (likes, comments, shares)
  - Live post link and the influencer profile for validation of the activity implementation

The Media Plan Committee will review data to measure impact and ensure compliance.

4. Compliance, Monitoring & Payments

4.1 Compliance with Press and Registration of Periodicals Act, 2023

Agencies must ensure that online newspapers and periodicals recommended for advertising are compliant with the Press and Registration of Periodicals Act, 2023. As per the Act, all digital and online newspapers must be registered through the Press Sewa Portal to operate legally within India.

Key Requirements for Agencies:

Registration Requirement

Agencies will be responsible for verifying that the online newspapers and periodicals involved in campaigns are properly registered with the Press Sewa Portal. This is mandatory for all publications containing public news or comments on public news.

Foreign Publications

For foreign digital publications being used for government advertisements, agencies must confirm that these platforms have obtained prior approval from the central government before reproducing their content in India.

4.2 Media Plan Committee

The **Media Plan Committee** of DGIPR shall serve as the principal decision-making body for all matters related to media plan approvals, campaign execution reviews, and performance evaluations. Operating under the Directorate General of DGIPR, the committee will comprise internal members designated as per DGIPR's institutional framework.

This committee will also appoint a technical expert within DGIPR, a Digital Specialist. The digital specialist will be responsible for verifying the monthly analytical reports and data submitted by the agencies. Additionally, they will review reports related to CPTI, CPM, CTR, and other metrics of the agencies, facilitating the performance-based payment process.

The dedicated Media Plan Committee will oversee:

- Campaign performance monitoring and impact assessment.
- Budget utilization audits to prevent misuse of funds.
- Ethical compliance enforcement, with corrective action taken against agencies violating guidelines.

4.3 Penalty for non-compliance (Specific to the concerned website, digital platform, or influencer found violating norms given by the empanelled agency)

DGIPR reserves the right to:

- Suspend or Blacklist entities found violating content norms such as spreading fake news, anti-national, obscene, or objectionable content.
- Cancel Ongoing Campaigns if any violation is discovered post-engagement.

4.4 Budget compliance & fund utilization

- Agencies must strictly adhere to DGIPR's fixed budget allocations.
- Budget allocation must be justified with performance metrics as validated by Media Plan Committee.

4.5 Performance monitoring process

Pre-Campaign:

- Media Plan Committee defines the campaign's goals and KPIs.

- Agencies submit detailed media plans with clear targets, estimated performance & targeted demographics.

During Campaign:

- Real-time tracking through analytical tools, ensuring read-only access (e.g., Google Analytics, Facebook Insights).
- Performance optimization based on engagement and user feedback.
- Corrective action for non-compliance or underperformance.

Post-Campaign:

- Agencies submit performance reports within **30 days** of campaign completion.
- The Media Plan Committee will review performance reports against KPIs, with validation conducted by the technical agency working with DGIPR.
- Supporting to be provided for validation of the actual performance (raw dashboard reports, vendor reports or 3rd party monitoring reports)
- Reason & necessary approvals for underperformance or non-compliance.

4.6 Campaign effectiveness measurement

Campaign effectiveness will be measured through defined **Key Performance Indicators (KPIs)** and performance benchmarks across the following categories (including but not limited to):

Metric	Description
Impressions	Total number of times the ad was displayed.
Reach	Number of unique users who saw the ad.
Engagement Rate	(Likes, shares, comments, link clicks) ÷ total impressions × 100.
Video Completion Rate	Percentage of viewers who watched the entire video ad.
Bounce Rate	Percentage of users who leave the landing page after one interaction.
Time spent on the website	Average duration users spend on the website, indicating the relevance and engagement level of the site content.
Click-through rate (CTR)	Percentage of users who clicked on an ad after seeing it, indicating the ad's effectiveness in driving interest
Ad Frequency	Average number of times an individual user saw the ad.

Conversion and Outcome Metrics categories (including but not limited to):

Metric	Description
Call to Action (CTA) Click Rate	Percentage of users who clicked on the ad's CTA.
Conversion Rate	Percentage of users who completed a desired action (e.g., purchases, form submissions) out of the total users who clicked on the ad

Cost per Acquisition (CPA)	The cost incurred to acquire one customer or achieve one conversion
Form Submissions	Number of users who filled out a form or signed up through the ad.
App Installs (if applicable)	Number of app downloads driven by the ad.
Event Attendance (if applicable)	Number of people who attended an event based on ad outreach.

Brand and Sentiment Metrics categories (including but not limited to):

Metric	Description
Positive Sentiment	Percentage of positive comments and reactions.
Share of Voice (SOV)	Percentage of total digital advertising within a specific market or industry that your campaign achieved compared to competitors
Brand Recall	Percentage of audience who recall the ad or messaging.
Media Coverage	Number of media mentions generated post-campaign.

Compliance and Quality Metrics categories (including but not limited to):

Metric	Description
Ad Placement Compliance	Ad placed only on pre-approved platforms.
Content Accuracy	No factual inaccuracies or misleading information.
Influencer engagements	Must be pre-approved, ensuring they do not promote misinformation, bias, or controversy.
Technical Delivery	No downtime or delivery issues in ad display.
Prohibited Content Compliance	No ads on gambling, pornography, extremist, or misleading sites.
Ethical Compliance	Transparency, accuracy, and accountability will be maintained across all digital advertising campaigns.

4.7 Payments

- Payments to the agency will be made on a campaign-wise basis upon submission of invoices
- The submitted invoices will be subject to evaluation by the Media Plan Committee, which will assess the campaign's performance based on the reports provided.
- Agencies must submit invoices online.
- All payments will be processed digitally.
- In the event of a breach of contractual terms by the agency, DGIPR holds the right to disqualify the agency from further engagement and payments shall be withheld.

5. Conclusion

The Digital Media Advertising Guidelines set a clear roadmap for efficient, ethical, and accountable execution of government campaigns. By enforcing strict compliance policies, structured budget allocations, and expert overview, DGIPR ensures that public funds are utilized effectively while upholding the highest ethical standards.

These guidelines will undergo regular reviews to adapt to evolving digital trends, ensuring continued success in government digital outreach.